

Note for Schwartz, Andrew

From: Schwartz, Andrew
Date: Fri, Jun 25, 1993 8:51 AM
Subject: FW: WINSTON B1G1F
To: Gawronski, Edward

ED, FYI INITIAL WINSTON B1G1F ACTIVITY NOTED IN 1050 PANEL THIS WEEK-
FIRST TIME SINCE MLP STARTED (SEE BELOW).
AS

From: Ball, David on Thu, Jun 24, 1993 5:53 PM
Subject: RE: WINSTON B1G1F
To: Schwartz, Andrew

Yes, I will make some calls. I would agree with your gut.

DB

From: Schwartz, Andrew on Thu, Jun 24, 1993 5:42 PM
Subject: WINSTON B1G1F
To: Ball, David
Cc: Anise, Roy; McGovern, Tim; Whalen, Roy

DAVID-
WINSTON B1G1F ACTIVITY AS MEASURED BY THE 1050 PRICE AND
MERCHANDISING PANEL HAS APPEARED FOR THE WEEK ENDING 6/21 IN LESS
THAN 2% OF ALL STORES (1ST TIME SINCE MLP STARTED). WE HAVE NOT
BEEN COLLECTING PACKING DETAIL (1050 PANEL) AND THEREFORE, CAN'T
DETERMINE IF THIS ACTIVITY APPLIES TO THE WINSTON FRANCHISE OR JUST
THE WINSTON SELECT PACKINGS. DAVE, WOULD YOU BE WILLING TO
CONTACT A COUPLE OF OUR FIELD OFFICES TO DETERMINE IF WINSTON'S
B1G1F ACTIVITY REPRESENTS A FLANKER OFFENSIVE (SELECT) OR POSSIBLY
THE BEGINNING OF AN EXPANDED WINSTON FRANCHISE DEFENSE ? LISTED
BELOW ARE MARKETS WHERE WINSTON B1G1F ACTIVITY HAS BEEN NOTED:

ELKHART, INDIANA
CINCINNATI, OH
PORTLAND, OR
DALLAS/LUBBOCK, TX
MINNEAPOLIS/MENDOTTA HEIGHTS , MN
KENNER, LA
BELLEVUE, WASHINGTON

MY GUT FEELING IS THAT THIS REPRESENTS WINSTON SELECT FLANKER
ACTIVITY, AN ATTEMPT TO SOURCE FURTHER FROM MARLBORO RATHER
THAN AN EXPANDED WINSTON DEFENSE. PLS LET ME KNOW WHAT YOU
COME UP WITH.

THANKS.
ANDREW

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